

Message Text

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TAGS: BEXP, GE

SUBJECT: LEIPZIG SPRING 1976 FAIR

REF: (A) STATE 135186; (B) BERLIN 5853

SUMMARY: INFORMATION OBTAINED ON JUNE 16 FROM THE LEIPZIG FAIR AUTHORITY (LFA) AND EMBASSY COMMENTS ON USDOC PLANS FOR AN EXHIBIT AT SUBJECT FAIR ARE CONTAINED IN THIS MESSAGE. FOLLOWING PARAGRAPHS ARE KEYED TO THE POINTS RAISED IN REFTEL.

1. WE HAVE REQUESTED THE LFA TO SET ASIDE 500 TO 700 SQUARE METERS OF EXHIBIT SPACE. THE REQUESTED SPACE IS IN EXCESS OF USDOC REQUIREMENTS AND WOULD PERMIT USIA TO CONTRIBUTE TO THE PROJECT IF THIS PROVES FEASIBLE. THE SPACE WILL BE LOCATED IN HALL 15, 17 OR 18, ALL BUILDINGS BEING APPROPRIATE TO THE EXHIBIT THEME. IN THE COMING DAYS THE LFA PROMISES TO PROVIDE EXACT INFORMATION AND FLOOR PLANS ON THE SPACE ALLOTTED.

2. FLOOR PLANS WILL BE FORWARDED TO USDOC/BEWT WHEN RECEIVED. WE ARE IMMEDIATELY FORWARDING AN LFA BOOKLET CONTAINING "REGULATIONS GOVERNING THE DESIGN AND ERECTION OF FAIR STANDS." ALSO BEING DISPATCHED ARE LFA BOOKLETS ON "FAIR REGULATIONS AND CONDITIONS OF PARTICIPATION FOR EXHIBITORS," "ADVICE ON THE CONSIGNMENT OF GOODS TO AND FROM THE LEIPZIG FAIR, " " PRICE LISTS", AND AN "ORDER PAD."

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3. SPRING FAIR EXHIBITORS ARE NORMALLY BILLED FOR

RENTAL CHARGES IN OCTOBER OR NOVEMBER. WHILE THE LFA IS PREPARED TO RENT SPACE TO INDIVIDUAL FIRMS PARTICIPATING IN A COLLECTIVE EXHIBIT, IT PREFERS TO DEAL WITH ONE PARTY WHO CAN SUBSEQUENTLY SUBLET SPACE. EMBASSY RECOMMENDS THAT COMMERCE CONTRACT WITH THE LFA FOR ALL OF THE REQUIRED SPACE AND SUBLEASE SECTIONS THEREOF TO INDIVIDUAL FIRMS. THIS APPROACH MIGHT HELP TO CIRCUMVENT DIFFICULTIES POSED BY LFA REGULATIONS PROSCRIBING "OFFICIAL" EXHIBITS OUTSIDE HALL 16 (SEPTEL) WHICH COULD OCCUR IF COMMERCE, USIA AND 20 AMERICAN FIRMS WERE TO APPLY INDIVIDUALLY FOR SPACE. TO ASSURE THEIR INCLUSION IN THE FAIR CATALOG AND TELEPHONE DIRECTORY, THE NAMES ADDRESSES AND SPECIFIC PRODUCT INFORMATION ON ALL AMERICAN FIRMS PARTICIPATING IN THE EXHIBIT SHOULD BE PROVIDED TO THE LFA NO LATER THAN OCTOBER 15.

4. EATING FACILITIES ARE ADEQUATE, ALTHOUGH IT IS FREQUENTLY DIFFICULT TO FIND A PLACE TO HAVE A SIT-DOWN MEAL DURING THE FAIR. ONCE PLANS FOR THE EXHIBIT ARE MORE ADVANCED, WE SUGGEST THAT ONE OR MORE TABLES BE RESERVED DOR THE DURATION OF THE FAIR AT A RESTAURANT ON THE FAIRGROUNDS (FOR LUNCH) AND AT A RESTAURANT IN THE CITY CENTER (FOR DINNER).

HOTEL ACCOMMODATIONS WILL NOT REPEAT NOT BE AVAILABLE. ACCOMMODATIONS WILL HAVE TO BE OBTAINED THROUGH THE GDR REISEBUERO, EITHER IN PRIVATE HOUSES OR APARTMENTS OR IN STUDENT DORMITORIES LOCATED IN THE VICINITY OF THE FAIRGROUNDS.

THE DEADLINE FOR NOTIFICATION TO THE LFA OF PARTICIPATION IN FAIR-SPONSORED TECHNICAL SEMINARS IS OCTOBER 31, 1975.

LATER REGISTRATION IS POSSIBLE, BUT SUCH REGISTRANTS WILL NOT BE LISTED IN THE DIRECTORY PUBLISHED BY THE LFA. THE COST PER HOUR, OR PART THEREOF, FOR TECHNICAL SEMINAR S HELF IN ROOMS PROVIDED BY THE LFA IS \$57.50, THE COST PER SEMINAR THEME PRESENTED ON EXHIBIT PREMISES IS \$17. SEMINAR MATERIALS (FILMS, SLIDES, ETC.) MUST BE CLEARED THROUGH GDR CUSTOMS IN LEIPZIG, AND WRITTEN AUTHORIZATION FOR THEIR USE MUST BE OBTAINED. CLEARANCE CAN OCCUR AT ANY TIME IN THE WEEK PRECEDING THE OPENING OF THE FAIR. CHARGES LEVIED BY GDR

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CUSTOMS FOR EXAMINING SUCH MATERIALS ARE 7 CENTS PER METER OF FIL AND VEDEO-TAPE, 4 CENTS PER METER OF AUDIO-TAPE AND 17 CENTS PER LONG-PLAYING RECORD.

5. AS WE HAVE ALREADY INDICATED (REF B) THE EMBASSY BELIEVES THE EXHIBIT THEME PROPOSED BY COMMERCE IS AN GOOD ONE. IN VIEW OF GDR INVESTMENT PLANS, HOWEVER, WE SUGGEST THAT THE THEME BE BROADENED TO EMPHAISIZE

APPLICATIONS TO THE PAPER AND PULP PROCESSING INDUSTRY
AS WELL AS TO THE OTHER INDUSTRIES CITED IN REFTEL.

6.AS USDOC IS AWARE, OBTAINING SUCH INFORMATION FROM
GDR SOURCES IN A VACUUM IS EXTREMELY DIFFICULT. IT
WOULD BE HELPFUL IF USDOC COULD PROVIDE AN EXTENSIVE
LIST OF POTENTIAL EXHIBITORS AND PRODUCTS AND THEME
AREAS FOR SUBMISSION TO THE EAST GERMANS SO THAT THEY
MIGHT EXPRESS THEIR PREFERENCES.COOPER

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